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PATENT OK

Attorney Docket No. 21651.3

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Dockery, et al. §
CPA of Serial No.: 08/813,852 §
Filed: March 7, 1997 §
For: SYSTEM AND METHOD FOR §
PROMOTING STORES AND §
PRODUCTS §

Examiner: F. Bartuska
Group Art Unit: 3652

PRELIMINARY AMENDMENT

Assistant Commissioner for Patents
Washington, D. C. 20231

Dear Sir:

Prior to the initial examination of the above-identified application, please amend the application as follows:

In the Specification:

- On page 2, line 3, change "singular" to -- singularly --.
- On page 16, line 6, change "Fig. 4" to -- Fig. 4A --.
- On page 16, line 19, change "March" to -- December --.
- On page 16, line 28, change "Fig. 4" to -- Fig. 4B --.
- On page 17, line 7, change "Fig. 4 shows" to -- Figs. 4A and 4B show --.

In the Claims:

Cancel claims 2, 3, 5-9, and 11-16 without disclaimer or prejudice, and amend the claims as follows:

1. (Twice Amended) A method for promoting sales of a product carried in a store, the method comprising the steps of:
C | collecting information about the product[;], the collected information pertaining to practical uses or advantages of the product;